University of Bihar

Faculty of Commerce

4 year Degree Course under

CHOICE BASED CREDIT SYSTEM

Semester Scheme with Multiple Entry and Exit Option for

Under Graduate Course as per NEP 2020

Syllabus for

B.COM- MARKETING

Session -2023-27 onwards

Syllabus for four years B.Com in Marketing

Subject under CBCS system and Semester System as per UGC Regulations

(Curriculum and Credit framework for undergraduate programme)

(Group-B) Marketing

(A) Major Core Courses

Sl. No.	Sem	Type of Course	Course Code	Name ofCourse	Credits	Marks CIA+ESE 30+70
1.	I	MJC-1	BCMK/MJC-1	Principles and Functions of Management	6	100
2.	II	MJC-2	BCMK/MJC-2	Principles and Functions of Marketing	6	100
3.	III	MJC-3	BCMK/MJC-3	Sales and Distribution Management	5	100
4.	III	MJC-4	BCMK/MJC-4	Advertising Management	4	100
5.	IV	MJC-5	BCMK/MJC-5	Tourism Marketing	5	100
6.	IV	MJC-6	BCMK/MJC-6	Rural Marketing in India	5	100
7.	IV	MJC-7	BCMK/MJC-7	Service Marketing	5	100
8.	V	MJC-8	BCMK/MJC-8	Consumer Behaviour	5	100
9.	V	MJC-9	BCMK/MJC-9	Digital Marketing	5	100
10.	VI	MJC-10	BCMK/MJC-10	Event Management	4	100
11.	VI	MJC-11	BCMK/MJC-11	International Marketing	5	100
12.	VI	MJC-12	BCMK/MJC-12	Business Economics	5	100
13.	VII	MJC-13	BCMK/MJC-13	Business Law	5	100
14.	VII	MJC-14	BCMK/MJC-14	Research Methodology	5	100
15.	VII	MJC-15	BCMK/MJC-15	Company Law	6	100
16.	VIII	MJC-16	BCMK/MJC-16	Business Communication	4	100

Sub Total = 80

Note:

MJC – Major Course

BCMK- B.Com in Marketing

CIA- Continous Internal Assessment

ESE- End Semester Examination

(B) Minor Courses (MIC) to be offered by the Department for students of other Departments of Commerce

Sl. No.	Sem	Type of Course	Course Code	Name of Course	Credits	Marks CIA+ESE 30+70
1.	I	MIC-1	BCMK/MIC-1	Principles & Functions of Marketing	3	100
2.	II	MIC-2	BCMK/MIC-2	Advertising Management	3	100
3.	III	MIC-3	BCMK/MIC-3	Sales & Distribution Management	3	100
4.	IV	MIC-4	BCMK/MIC-4	Consumer Behaviour	3	100
5.	V	MIC-5	BCMK/MIC-5	Rural Marketing in India	3	100
6.	V	MIC-6	BCMK/MIC-6	Tourism Marketing	3	100
7.	VI	MIC-7	BCMK/MIC-7	Service Marketing	3	100
8.	VI	MIC-8	BCMK/MIC-8	Digital Marketing	3	100
9.	VII	MIC-9	BCMK/MIC-9	Event Management	4	100
10.	VIII	MIC-10	BCMK/MIC-10	International Marketing	4	100

Sub Total = 32

Note: The Department may reduce the syllabus of the Minor Courses as per the credit distribution. The Department concerned may also decide practical courses.

(C) Multidisciplinary Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	MDC-1	To be selected from the basket	3	100
2.	II	MDC-2	To be selected from the basket	3	100
3.	III	MDC-3	To be selected from the basket	3	100

Sub Total = 09

(D) Ability Enhancement Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	AEC-1	MIL	2	100
2.	II	AEC-2	Environmental Science	2	100
3.	III	AEC-3	Disaster Risk Management	2	100
4.	IV	AEC-4	NCC/NSS/NGOs/Social Service/ Scout and Guide/Sports	2	100

Sub Total = 08

(E) Skill Enhancement Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	SEC-1	To be selected from the basket	3	100
2.	II	SEC-2	To be selected from the basket	3	100
3.	III	SEC-3	To be selected from the basket	3	100

Sub Total = 09

(F) Value Added Courses to be offered

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	VAC-1	To be selected from the basket	3	100
2.	II	VAC-2	To be selected from the basket	3	100

Sub Total = 06

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	v	INT-1	Summer Internship	4	100

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	VIII	RP-1	Research/Dissertation	12	100

Grand Total = 160 Credits

(G) Basket for Multidisciplinary Courses (MDC)

To be decided by Respective Department

(H) Basket for Skill Enhancement Courses (SEC)

See at the end of structure (this booklet)

(I) Basket for Value Added Courses (VAC)

See at the end of structure (this booklet)

GROUP-B: MARKETING

SEMESTER I

BCMK/MJC-1: PRINCIPLES AND FUNCTIONS OF MANAGEMENT

Objective:

To acquaint the learners with the basic concepts of business, different forms of business organisation, basics of management concepts and the different management functions.

Learning Outcomes:

After completion of the course, the learners will be able to:

1. Know the Principles of Management and the different levels at which decisions are taken by the Managements
2. Identify and explain Managerial skills used in business;
3. Analyse the concept of Delegation of Authority, coordination, and control;
4. Assess the importance of effective communication in management
5. Validate the role of Motivation and Leadership in modern day management

COURSE CONTENTS:

BCMK/MJC-1: PRINCIPLES AND FUNCTIONS OF MANAGEMENT (Theory: 6 credits)		
Unit	**Topics to be covered**	**No. of Lectures**
1	**Principles of Management** Management - Meaning and Characteristics; Fayol's 14 Principles of Management; Levels of Management Importance of Management, Arts and Science of Management– Skills of Management; Scientific Management - meaning, objectives, relevance and criticism.	10
2	**Functions of Management: Planning and Organizing** Planning- Meaning, Characteristics, Types of Plans, Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) - Steps in MBO - Benefits –Weaknesses; Organizing - Process of Organizing; Principles of Organisation - Formal and Informal Organisations – Line, Staff Organisations, Line and Staff Conflicts. Functional Organisation; Span of Management - Meaning - Determining Span - Factors influencing the Span of Supervision.	10
3	**Functions of Management: Authority and Coordination** Meaning of Authority, Power, responsibility and accountability - Delegation of Authority - Decentralization of Authority; Definition, importance, process, and principles of Coordination techniques of Effective Coordination	10
4	**Functions of Management: Control and Communication** Control-Meaning, Relationship between planning and control, Steps in Control – Types (post, current, and pre-control). Requirements for effective control.Communication-purpose, process, formal and informal communication, barriers to effective communication and overcoming these barriers;	15

5	**Functions of Management: Motivation and Leadership** Motivation-Meaning, importance, major motivation theories- Maslow's need hierarchy theory, Herzberg's two-factors theory, Vroom's Expectation Theory, extrinsic and intrinsic motivation; Leadership- meaning, theories, essential qualities, global leadership attributes, practicing leadership	**15**
	TOTAL	**60**

Suggested Readings:

1. *Basu, C. R. (1998). Business Organization and Management. New Delhi: McGraw Hill Publishing India.*
2. *Chhabra, T. N. (2011). Business Organization and Management. New Delhi: Sun India Publications.*
3. *Gupta, C. B. (2011). Modern Business Organization. New Delhi: Mayur Paperbacks.*
4. *Kaul, V. K. (2012). Business Organization and Management, Text and Cases. New Delhi: Pearson Education.*
5. *Koontz, H., & Weihrich, H. (2008). Essentials of Management. New York: McGraw Hill Education.*
6. *Singh, B. P., & Singh, A. K. (2002). Essentials of Management. New Delhi: Excel Books.*
7. *F. C. Sharma, Business Organisation,SBPD Publications, Agr*
8. *M.C. Shukla, Business Organisation, S. Chand Publications, New Delhi.*
9. *Y. P. Verma, Business Organisation, Sahitya Bhawan Publications, Agra.*

GROUP-B: MARKETING

BCMK/MJC-2 : PRINCIPLES AND FUNCTIONS OF MARKETING

Objective:
To acquaint the learners about the Principles and practices as followed in Marketing of the Products and Services at the National and International level

Learning Outcomes

After the completion of the course, the student will be able to:

1. acquaint with the concept of marketing and its functions in the present context.
2. gain knowledge about marketing strategies.
3. know the different concepts of marketing information system and consumer behavior.

BCMK/MJC-2 : PRINCIPLES AND FUNCTIONS OF MARKETING (Theory: 6 credits)		
Unit	**Topics to be covered**	**No. of Lectures**
1	**Fundamentals of Marketing**: Meaning, Concept, Importance, Functions of Marketing. Marketing and Selling, Modern Marketing Concept, Relationship Marketing.	10
2	**Market Segmentation**: Meaning, Objectives and Importance of Market Segmentation. Basis of Market Segmentation, Marketing Strategy-Segmentation, Targeting and Positioning.	12
3	**Marketing Mix**: Meaning, Elements of Marketing mix Product, Price, Promotion and Place. New Product Development Process. Reasons for failure of new product development.	16
4	**Marketing Environment**: Meaning, Importance of Marketing Environment. Micro and Macro Environment and their types. Methods of Sales fore casting.	12
5	**Marketing Information System**: Meaning, Concept and importance. Types and Components of Marketing information system. Consumer behaviour, factors influencing consumer behavior, Buying Decision Process.	10
	Sub Total	60

Suggested Readings :

1. Philip Kolter- Marketing Management
2. RSN Pillai- Modern Marketing, Chand Publication, N.Delhi.
3. Ramaswami- Marketing Management-Mc. Graw Hill
4. C.N. Sontakki-Marketing Management- Kalyani Publication
5. Arun Kumar Marketing Management-Vikas Publication. & N. Minakshi

GROUP-B: MARKETING

BCMK/MIC-1 : PRINCIPLES AND FUNCTIONS OF MARKETING

Objective:

To acquaint the learners about the Principles and practices as followed in Marketing of the Products and Services at the National and International level

Learning Outcomes

After the completion of the course, the student will be able to:

1. Acquaint with the concept of marketing and its functions in the present context.
2. Gain knowledge about marketing strategies.
3. Know the different aspects of marketing mix and develop the skill to promote the new product in the market.

BCMK/MIC-1 : PRINCIPLES AND FUNCTIONS OF MARKETING (Theory: 3 credits)		
Unit	**Topics to be covered**	**No. of Lectures**
1	**Fundamentals of Marketing**: Meaning, Concept, Importance, Functions of Marketing. Marketing and Selling, Modern Marketing Concept, Relationship Marketing.	10
2	**Market Segmentation**: Meaning, Objectives and Importance of Market Segmentation. Basis of Market Segmentation, Marketing Strategy-Segmentation, Targeting and Positioning.	10
3	**Marketing Mix**: Meaning, Elements of Marketing mix Product, Price, Promotion and Place. New Product Development Process. Reasons for failure of new product development.	10
	Sub Total	30

Suggested Readings :

1. Philip Kolter- Marketing Management
2. RSN Pillai- Modern Marketing, Chand Publication, N.Delhi.
3. Ramaswami- Marketing Management-Mc. Graw Hill
4. C.N. Sontakki-Marketing Management- Kalyani Publication
5. Arun Kumar Marketing Management-Vikas Publication. & N. Minakshi-

GROUP-B: MARKETING

BCMK/MIC-2: ADVERTISING MANAGEMENT

Objective:

To teach the basics of Advertising as promotional tools in mrrketing and to develop a customer oriented attitude for designing advertidsing model for the business

Learning Outcomes:

After completing the course, the Student shall be able to:

1. Understand the Communication objectives behind advertising and promotions.
2. Understand the various advertising and media elements in the advertising decisions.
3. Identify the ethical and legal issues of advertising.

Course Contents

BCMK/MIC-2: ADVERTISING MANAGEMENT (Theory: 3 credits)		
Unit	**Topics to be covered**	**No. of Lectures**
1	**Introduction to Advertising** Communication Process, Information Response Hierarchy Models-AIDA Model & Hierarchy of Effects Model; Advertising Importance, types and objectives; DAGMAR Approach, Target audience selection-basis methods of setting of Advertising Budget.	10
2	**Advertising:Message and Media Decisions** Advertising Message-Advertising appeals Elements of print and broadcast advertising copy; Types of Advertising Media Strenghts and limitations Factors influencing selection of advertising media Media scheduling.	10
3	**Advertising Effectiveness and Institutional Framework** Rationale of measuring advertising effectiveness communication and sales Effect, Pre and Post testing Techiniques Advertising Agency: Role types and selection Ethical and legal aspects of advertising Role of Advertising Standards Council of India (ASCI)	10
	Sub Total	30

Suggested Readings:

1. *Basu, C. R. (1998). Business Organization and Management. New Delhi: McGraw Hill Publishing India.*
2. *Chhabra, T. N. (2011). Business Organization and Management. New Delhi: Sun India Publications.*
3. *Gupta, C. B. (2011). Modern Business Organization. New Delhi: Mayur Paperbacks.*
4. *Kaul, V. K. (2012). Business Organization and Management, Text and Cases. New Delhi: Pearson Education.*
5. *Koontz, H., & Weihrich, H. (2008). Essentials of Management. New York: McGraw Hill Education.*
6. *Singh, B. P., & Singh, A. K. (2002). Essentials of Management. New Delhi: Excel Books.*

7. *F. C. Sharma, Business Organisation,SBPD Publications, Agra*
8. *M.C. Shukla, Business Organisation, S. Chand Publications, New Delhi.*
9. *Y. P. Verma, Business Organisation, Sahitya Bhawan Publications, Agra.*

Note:

1. The question paper pattern shall consists of three parts-

Part- A: Compulsory- consisting of objective/multiple choice type-
Each carrying two marks 10x2=20 marks

Part- B- Short Answer Type- Four questions to be answered out of six questions-
Each carrying five marks 04x5 = 20 marks

Part- C- Long Answer Type- Three questions to be answered out of five questions-
Each carrying ten marks 03x10=30 marks

2. Examination shall not be held on OMR Sheets strictly.

Members of Course Framework Committee

Four Year Degree Course Under CBCS Pattern

In the light of NEP 2020 At Raj Bhawan Patna

S.N.	Experts Name	University	Email	Mobile no.	Signature
1.	Prof.P.K.Verma	Patliputra University, Patna	pk1960v@gmail.com	9473030650	P.K. Verma 14.6.23
2.	Prof. N.K. Jha	Patna University, Patna	nkjhacommercepu@gmail.com	9431049264	14.06.2023
3.	Prof. Sanjay Kumar Singh	V.K.S University, Ara	abcsanjaysingh@gmail.com	9431661369	14/06/23
4.	Prof. Syed Alay Mujtaba	B.R.A. Bihar University, Muzaffarpur	syedalaymujtaba111@gmail.com	9430805392	14.6.23
5.	Prof. Ravi Kumar Srivastava	B.R.A. Bihar University, Muzaffarpur	rk5srivastav@gmail.com	9431675083	14.6.23
6.	Dr. Binod Kumar	R.L.S.Y. College, Bettiah, W.Champaran, B.R.A. Bihar University, Muzaffarpur	drbinod1985@gmail.com	9934626371	14/06/23
7.	Dr. Mahajabeen Parveen	Rameshwar Mahavidyalaya, Muzaffarpur, B.R.A. Bihar University, Muzaffarpur	mahjabeenmahfooz@gmail.com	9973977640	14/06/23
8.	Smt. Lavanya Nupur	Jamuni Lal College, Hajipur, B.R.A. Bihar University, Muzaffarpur	lavanyanupur1988@gmail.com	6200603250	14/06/23